

**POST GRADUATE DIPLOMA IN  
PHARMACEUTICAL SALES MANAGEMENT  
(PGDPSM)**

**Term-End Examination**

**June, 2013**

**MVE-005 : INTRODUCTION TO MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 75*

*Note : Attempt any five questions. All questions carry equal marks.*

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| 1. | (a) Explain the two sets of factors that affect the firm's survival and growth.                | 7 |
|    | (b) Describe the responsibilities of a professional managers towards industry and competition. | 8 |
| 2. | (a) What do you mean by "perception" and "attitude" ? Explain.                                 | 7 |
|    | (b) Explain briefly the four steps involved in planning for an enterprise.                     | 8 |
| 3. | (a) Distinguish between strategy and policy.   | 7 |
|    | (b) Explain the types of analysis through which training needs can be identified.              | 8 |
| 4. | (a) Describe the methods used for determining personnel requirements of an organisation.       | 8 |

- (b) Explain the three major steps involved in control process. 7
5. (a) Define human resource planning or manpower planning and state its importance. 8
- (b) Explain the economic model of decision making. 7
6. (a) State the three aspects of self - concept and explain the mechanisms used by a person to protect one's self - concept and maintain interpersonal environment. 8
- (b) Discuss the Path - goal Leadership Theory. 7
7. (a) Explain the personality related factors responsible for resistance to organisational change. 8
- (b) What are the implications of formal and informal groups for management ? 7
8. Write explanatory notes on *any two* of the following : 7½x2=15
- (a) Managerial Ethos and Values
- (b) Group Decision Making
- (c) Importance of Johari Window in Interpersonal Relations
- (d) Principles of Executive Development
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